

HITACHI
Inspire the Next



**INSPIRING
DEVELOPMENTS**
for the Next Generation

 Hitachi Elevator Asia Pte. Ltd.

MAKING A MARK

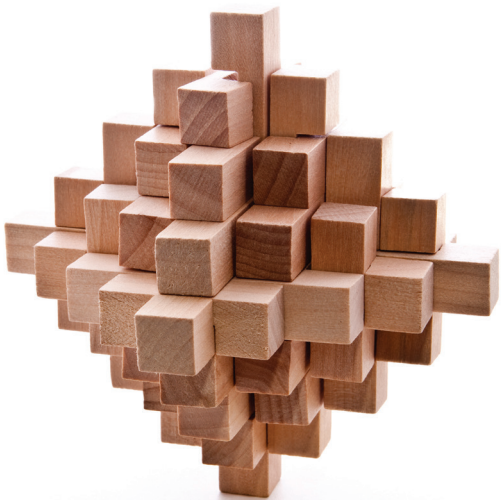
The Hitachi Group Identity articulates the Mission, Values and Vision that are shared by the Hitachi Group worldwide. Bonded by this Identity, the Hitachi Group is able to demonstrate outstanding teamwork that transcends the boundaries of geographical regions and business fields.

Throughout its 100-year history, the Hitachi Group has passed on its Mission and Values to generations of employees and external stakeholders. It is an expression of what the Hitachi Group aims to become in the future.

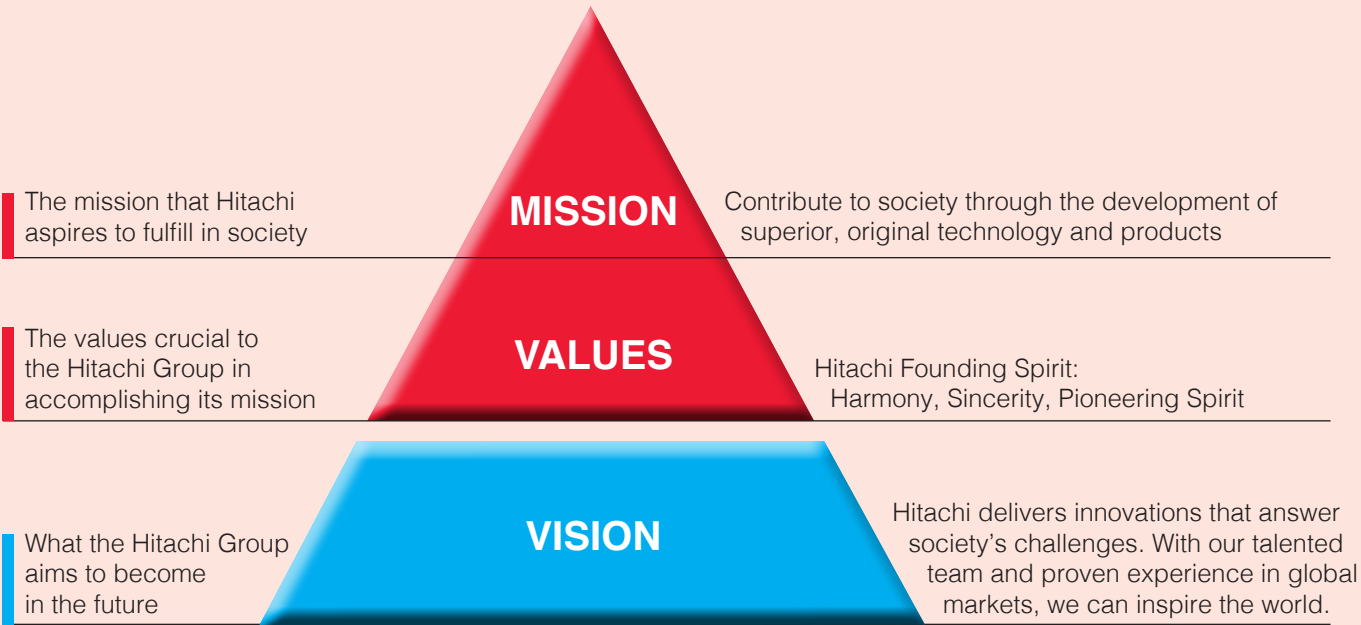
The Hitachi Group continues to contribute to society based on this distinctive and inspiring Group Identity.

Hitachi delivers innovations that answer society's challenges. With our talented team and proven experience in global markets, we can inspire the world.
– Vision of the Hitachi Group

More than
695,600
Elevators & Escalators
installed worldwide
(as of March 2014)



HITACHI GROUP IDENTITY



HITACHI ELEVATOR ASIA

Hitachi Elevator Engineering (S) Pte. Ltd. was established in 1972 as an overseas service base for sales installation and maintenance of Hitachi's elevators, escalators and moving sidewalks in Singapore.

In 2010, Hitachi, Ltd. made a strategic business decision to restructure Hitachi's elevator and escalator business and operations in Asia (including the Middle East but excluding Japan and China). Established as a Regional Headquarter, Hitachi Elevator Engineering was renamed as Hitachi Elevator Asia Pte. Ltd.



INSPIRING THE NEXT

With a talented team and proven experience in global markets, Hitachi Elevator Asia creates high-quality innovations, reliable technologies and efficient production processes to conserve resources, preserve ecosystems, protect the earth and prevent global warming.

Breathing new life into society and lifestyles in the next era, by providing new products, systems, and services that accurately anticipate the needs of that era.

– The Hitachi Brand Promise





GIVING BACK TO SOCIETY

2014 marks the 24th anniversary of Hitachi's long-standing sponsorship for the Singapore Orchard Road Christmas Light-Up, organised by the Orchard Road Business Association (ORBA).

Through Hitachi's sponsorship, over 221 programmes under the National Council of Social Service's fund-raising arm, Community Chest (ComChest), will benefit from this financial assistance in recognition of our unwavering support and commitment to the society. Hitachi is honoured to receive the prestigious Pinnacle Award from ComChest.



Hitachi Elevator Asia believes in giving back to the society. Not only through our business, but also by engaging and contributing back to the local communities.

A LIFETIME OF SUCCESS

From the installation of the first elevator in the 1930s, Hitachi proceeded to provide Japan's first skyscraper, the Kasumigaseki Building, with the country's then fastest gearless elevators in the 1960s. Since then, Hitachi has produced many faster, larger and barrier-free elevators as well as custom-designed escalators right into the 21st century.

Today, Hitachi Elevator Asia continues to establish new breakthroughs. We are committed to continuous improvements and quality experiences for our customers, ensuring long-term safety, cost-effectiveness and world-class comfort.

Foundation of
Hitachi Ltd.



1910

Installation of the first escalator



1937

Development of fully automatic group control system



1963

Delivery of ultra-high speed elevator (300m/min) to the Kasumigaseki Building, Japan's first skyscraper



1968

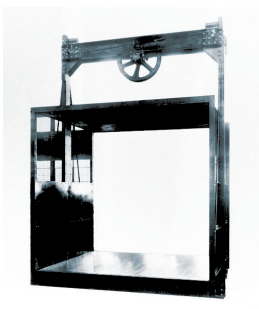
Delivery of the fastest
elevator in the world*
(540m/min) to the
Shinjuku Sumitomo
Building, Japan



1974

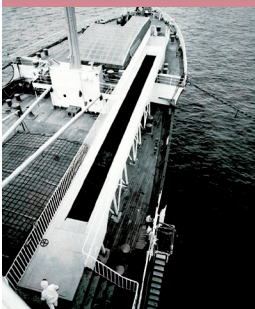
MILESTONE

1932



Installation of the first elevator

1961



Installation of the first moving sidewalk

1967



Completion of Elevator
Research Tower (90m)
at Mito Works

1972



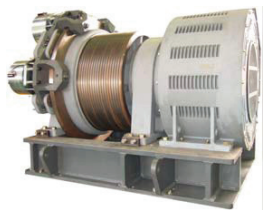
Foundation of Hitachi
Elevator Engineering
(Singapore) Pte. Ltd.

1990



Received award for Hitachi Elevator's contribution to making Singapore Changi Airport the Best Airport in the World (Business Travellers and Executive Travel Surveys)

Development of ultra-high speed elevator of 810m/min



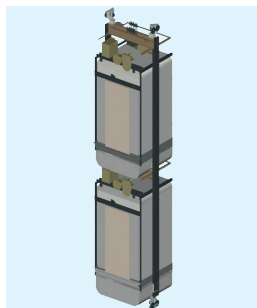
1993

Foundation of Hitachi Home Elevator Corporation



2000

Delivery of 6 of the world's largest ultra-high speed, high capacity double-deck elevators* (480m/min, 48-person capacity)



2008

Foundation of Hitachi Elevator Asia Pte. Ltd. in Singapore as the Regional Headquarter for the Southeast Asia, South Asia and Middle East regions



2010

Development of the world's fastest elevator* (1200m/min) for a mixed-use skyscraper in Guangzhou, China (to be delivered in 2016)



2014

1999



Release of machine room-less elevator

2006



Received Silver Jubilee Award from Singapore Changi Airport

2010



Completion of the world's tallest research tower*, "G1 Tower" (213m)

2011



Delivery of ultra-high speed elevators (600m/min) to the Al Hamra Mixed-Use Complex, the tallest building in Kuwait* (412.6m) and the tallest sculpted tower in the world*

2014



Received order for 47 elevators (37 high-speed) and 8 escalators for Tanjong Pagar Centre, tallest building in Singapore* (290m) (to be completed in 2016)

*Information correct as at date of original announcement.

QUALITY PRODUCTS YOU CAN BE PROUD OF

Hitachi has achieved an outstanding record for developing and manufacturing quality elevators for about 90 years, and escalators for more than 75 years.

With the continuous transfer of technology and know-how from our parent company in Japan to our local research and development team, Hitachi Elevator Asia constantly incorporates the latest technology into our elevators for cutting-edge quality performance, improving environment integrity, product safety and reliability.

Today, Hitachi Elevator Asia's quality products enjoy excellent reputation in both domestic and overseas markets.





Grand Rama 9, Thailand



Fahed Al Salem Tower, Kuwait



Westgate, Singapore

Exceptional designs

Versatility and a smooth user experience is the hallmark of Hitachi's design. Our wide range of elevator designs are created to enhance diverse building construction designs while evoking a sense of contemporary elegance.

We continue to innovate in our designs and to surpass the expectations of our customers and users.

High Speed & Large Capacity Elevators

In 2014, Hitachi developed the world's fastest elevator (1200m/min)* to be delivered to Guangzhou, China in 2016. Hitachi also offers double-deck elevators, observation elevators and freight elevators.

Machine Room-Less Elevators

Hitachi constantly seeks to innovate and develop the most space-efficient design for our elevators. Our machine room-less elevators offer customers greater design freedom, and maximize rentable space for the building.

Home Elevators

Hitachi provides elevator solutions for small space within private houses with same trusted quality and performance.

Escalators & Moving Sidewalks

Hitachi escalators and moving sidewalks facilitate smooth movement of large numbers of people at airports, stations, shopping centres and more. Rely on our quality solutions for efficiency and reliability.

**Information correct as at date of original announcement.*

INNOVATION AND SUSTAINABILITY

Modern lifestyles based on convenience have given rise to environmental problems such as climate change, resource depletion and ecosystem destruction.

Hitachi's Environmental Vision 2025 is a long-term plan placing priority on preventing global warming.

We are committed to reducing environmental burdens of elevators and escalators as well as helping to conserve the environment through leading-edge green technology.

Hitachi uses micro-computer control in its products, which reduces CO2 emissions in energy production and achieves energy savings of about 30% - 50%. Waste is also reduced by having replaced parts sorted out for recycling.

► Hitachi Elevators

Energy-efficient
motors



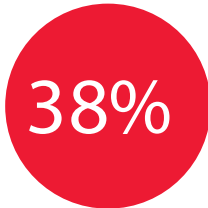
64% reduction in CO2 emissions
Savings from less energy consumption:
2,460 kWh/year

Energy-saving LED
devices



29% reduction in power consumption
Savings from less energy consumption:
262 kWh/year

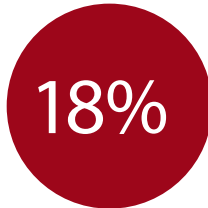
Regenerative
system



38% reduction in power consumption

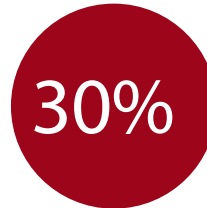
► Hitachi Escalators

Light, stainless
steel steps



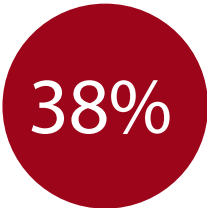
18% reduction in step weight

Energy-saving drive
system



30% reduction in power consumption

Auto start/stop feature



38% reduction in power consumption
Savings from less energy consumption:
4,200 kWh/year

**The figures in this catalogue are base on comparison with Hitachi's preceding models. They are calculated based on the assumed environmental conditions and specifications and may differ from actual figures, depending on usage environment, specifications and model.*

SAFETY & QUALITY ASSURANCE

It is our policy to ensure full customers' satisfaction and be earth-conscious by providing practical, quality and ecological products and services to our customers. We also strive for zero accidents and near-miss incidents within our means at our workplaces and ensure the safe utilization of our products by customers and users.



CERT NO.: 2000-0097
ISO 14001:2004
Environmental Management
System Certified



CERT NO.: 93-1-0021
ISO 9001:2008
Quality Management
System Certified





OUR COMMITMENT TO SERVICE QUALITY

At Hitachi, it is our responsibility to ensure the reliability of our equipment and services.

Recognising the need for continuous improvement in areas of inspection, maintenance, repair, testing, and condition-monitoring practices and procedures, we have developed a solid framework that supports every aspect of our innovative solutions.

With the aim of supporting our regional network, Hitachi Elevator Asia has established Field Support and Regional QA functions to ensure high service standards across all regions.

***For over 100 years,
Hitachi has built an
unrivalled depth
of reliability, trust
and connectivity
with our customers
– a partnership
of strength that
Hitachi Elevator
Asia continues
to uphold and
treasure.***





Seamless installation

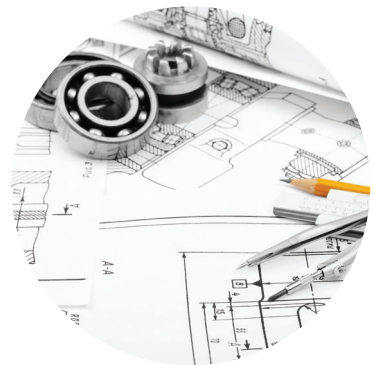
Supported by qualified and experienced specialists, our Installation Department ensures that the highest standard of workmanship and performance are achieved through uncompromised and constant supervision on all installation, testing and adjustment works.



Comprehensive servicing

Regular and reliable maintenance improve long-term reliability, safety and efficiency of your elevators, escalators and moving sidewalks.

To minimise inconvenience related to equipment breakdown, we have a 24-hour standby service to handle such disruptions round the clock.



Modernisation

Our modernisation programme for aging elevators and escalators offers a swifter and cost-effective way to modernise conventional relay control to our latest control system.

VALUING OUR HUMAN CAPITAL

To provide exceptional sales and services support. Hitachi invests and actively engages its management staff in its Global Management Development Program.

This program aims to identify and develop human talents, not only in Japan, but globally. High potential key management staff are provided with training, job rotation opportunities and are also deployed to key management positions throughout Asia.

This ensures growth and sustainability in our business to benefit our customers and the markets we serve.



ACCOLADES

Hitachi Elevator Asia assures all clients that they can expect high quality products and services at all times. Here are just a few testimonials to Hitachi's commitment and dedication to service and quality.

Thank you, Hitachi...

... for your outstanding efficiency and technical expertise

"We would like to commend you and your site team for this remarkable achievement despite tight timeline and difficult conditions."

*Gretearth Construction Pte. Ltd., Main Contractor of the Ascentia Sky Condominium project at Alexandra Road, Singapore
December 2012*

... for Hitachi's extremely durable and high-tech elevators

"Selection of first Hitachi elevators in Chennai for Olympia Opaline proved to be right.

The team executed the project with good coordination and completed on time. Hitachi elevators are a class by itself and works excellently without any breakdowns in the most arduous conditions in a construction site. I strongly recommend Hitachi elevators for future projects."

*P.V. Narayanan, PVN Associates, Leading Elevator and Escalator Consultant, India
November 2014*

... for your insights and professionalism

"We really appreciate the efforts put in, including the successful testing of the lifts and escalator systems interfacing with other services. We appreciate your insights and working with the team."

*China Construction (South Pacific) Development Co. Pte. Ltd., Main Contractor of UWCSEA Campus at Tampines, Singapore
October 2011*

... for helping us achieve our goal on time

"As our development was on a very tight schedule, the collective efforts of the team in completing the installation of lifts and securing of all required certifications, all achieved by Feb 2014, were invaluable. This enabled our development to obtain its TOP within our target time frame. Hitachi Elevator Asia truly deserves to be commended for their work."

*The Colonial Settlement Pte Ltd, developer of The Punggol Settlement at Punggol Point, Singapore
June 2014*

... for giving us 100% commitment and reliability

"Hitachi Lift India has proved to be just the right partner for our building operation needs. We would definitely like to further expand our association with Hitachi."

*Chandrakant Kankaria, Director, Olympia Group, Chennai, India
November 2014*



Hitachi Elevator Asia promises to deliver innovation, quality and reliability for our customers.



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